



DEPARTMENT OF PUBLIC WORKS AND PLANNING
CECIL LEONARDO, INTERIM DIRECTOR

PART ONE: GENERAL INFORMATION

1.0 Redesignation Request Letter

December 14, 2004

Ms. Julie Trueblood
Technical Assistance Administrator
California Integrated Waste Management Board
Waste Prevention and Market Development Division
Zone Administration Branch
1001 I Street
Mail Stop # 11
P.O. Box 4025
Sacramento, CA 95812

Dear Ms. Trueblood:

SUBJECT: Application for Redesignation of the Fresno County Recycling Market Development Zone (RMDZ)

The purpose of this letter is to request the California Integrated Waste Management Board (CIWMB) to consider and to approve the renewal of the designation of the existing Fresno County RMDZ and to transmit to the CIWMB a complete and comprehensive application for said redesignation. This letter and the enclosed application were prepared on behalf the existing Fresno County RMDZ (Existing Zone) and "the geographic area identified in the RMDZ application for redesignation as an RMDZ" (Proposed Zone). The Existing and the Proposed Zones encompass the same geographic area (Fresno County). The terms "redesignation applicants," "Existing Zone" and "Proposed Zone" all refer to the same 15 jurisdictions and all of the unincorporated areas located within Fresno County.

This letter also meets several additional application requirements. It provides the RMDZ Administrator contact information, the reasons for requesting redesignation of the Fresno County Zone, and an Executive Summary of the main elements of the application.

Contract Information

Please note the following contact information for the Proposed Zone's Administrator:

Ms. Leslie Kline
RMDZ Administrator
Resources Division
Department of Public Works and Planning
County of Fresno
2220 Tulare Street, Sixth Floor
Fresno, CA 93721
Telephone: (559) 262-4259
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Reasons for Requesting Redesignation

Specifically, the purposes for which Fresno County and the 15 jurisdictions have submitted this application and the reasons for seeking redesignation include:

To implement local Source Reduction and Recycling Elements (SRREs). All 15 jurisdictions in Fresno County prepared SRREs that include several program elements to be implemented on a regional basis. One such regional program element calls for the creation and implementation of a countywide RMDZ. Unless the Existing Zone is redesignated, the jurisdictions located in Fresno County may be unable to continue implementing this planned program element (a regional RMDZ) as proposed in their respective SRREs.

To implement an existing Memorandum of Understanding. The cities and Fresno County entered into a Memorandum of Understanding (MOU) in April 1993, and again in June 2004. The MOU commits the signatories to work together and designates Fresno County as the lead agency responsible for implementing a regional approach to Integrated Waste Management Act of 1989 (AB 939) compliance, including implementation of a regional recycling market development program.

To provide the Proposed Zone with access to resources that will significantly enhance its ability to develop and implement programs promoting Fresno County's and the CIWMB's shared vision and objectives for:

- Establishment of local and regional recycling markets in Fresno County.
- Linkage of local landfill diversion goals with local economic development goals.
- Coordination of public and private partnerships to promote secondary materials markets.
- Incentives for the use of secondary materials.
- Assistance to local manufacturers in identifying opportunities for accommodating the use of secondary materials.

To significantly increase the ability of the Proposed Zone to implement the market development program presented in the redesignation application.

Without full access to RMDZ technical assistance and to the Zone Program's comprehensive, dynamic market development, training and funding programs, the Proposed Zone will find it much more difficult and costly to reach and sustain State-mandated levels of diversion.

To better avail the Proposed Zone of opportunities to work closely with the CIWMB, the CIWMB staff, other RMDZ Administrators and the California Association of RMDZ Administrators (CARMDZ). These groups have had, and will continue to have, a significant positive impact on, not only the RMDZ program, but also on the future of market development and related legislation in California. The Proposed Zone wants to continue to make a meaningful contribution to the ongoing market development dialogue now underway, both at the local and the State level.

The CIWMB is requested to consider the following reasons for redesignating the Fresno County RMDZ:

- The value of fostering a countywide perspective on market development and providing smaller, less affluent jurisdictions in Fresno County with an opportunity to participate in a full-service and dynamic program in spite of their limited resources.
- The opportunity to promote the kinds of market development most suited to an area that is 63% farmland and in need of protection from unplanned or inappropriate development. At the same time, redesignation of the Proposed

Zone would support development of some recycling activities, such as tire shredding and composting, that are inappropriate within or adjacent to the highly urbanized areas associated with larger metropolitan areas. Such activities may be better suited to more rural communities like those located in the Proposed Zone.

- In recognition of how active and productive the Existing Zone has been over the last ten years. Annual Reports have been filed on time. Zone incentive funds have been well utilized. The RMDZ Administrator has attended and actively participated in RMDZ Administrators' Workshops and training programs offered by the CIWMB, including successful completion of the RMDZ Administrators Certification Program. Over 40 clients have been served and five RMDZ loans (totaling \$4,332,00) have been placed in the Fresno County RMDZ.
- To support a predominantly agricultural area with relatively few markets for recyclables and high unemployment. The Proposed Zone would greatly benefit from continued access to CIWMB technical and funding assistance provided by redesignation in order to promote local market development and to meet the State's mandated diversion goals.
- To support the RMDZ Administrator's ongoing efforts to work closely with the CIWMB and the CARMDZ to enhance the RMDZ program and promote Zone-friendly legislation.

Executive Summary

The following paragraphs describe the essential components of the application for the Proposed Zone. The parenthetical references indicate the section of the application that addresses the topic indicated.

The application for the Proposed Zone is basically the same as the application approved for the Existing Zone (Current Plan). As indicated in Section 1 of the application, the physical and legal description of the Fresno County RMDZ has not changed. Neither has the way the Fresno County Zone is administered or funded. The \$.65 per-ton surcharge on solid waste landfilled in Fresno County remains the major source of the Proposed Zone's revenue. Anticipating future decreases in tipping fee revenues and increased costs associated with other AB 939 programs (such as Household Hazardous Waste Management), the Proposed Zone has sought alternative funding sources for Zone programs. In FY 2004-05, revenue for Zone Business Waste Assessment and the countywide recycling directory have been allocated from other Fresno County budgets. The required resolutions from the participating jurisdictions have been provided.

Redesignation Request
December 14, 2004
Page 5

The assumptions and goals of the application (Section 2.0) remain the same as those for the Existing Zone. The three main objectives of the Proposed and the Existing Zone are still: 1) providing development assistance to start-up recycling-based businesses, 2) providing market research assistance to established businesses, and 3) seeking ways to stimulate the use of organic soil amendments made from green waste. RMDZ administration and budgets (Section 2.1) have remained relatively constant over time. Zone Partnerships with other agencies involved in market development-related activities have become more diverse and less formal.

While feedstock-related data (Section 2.2) is still hard to track, feedstock availability has improved as more jurisdictions initiated curbside recycling programs over the last ten years. Once curbside collection of recyclables is initiated in the last major unserved area in the County (the unincorporated) in the spring of 2005, the search for new sources of feedstock will have to be both broader and more focused. The Economic Development Corporation has indicated a willingness to include Zone program-related feedstock questions in its countywide survey of local businesses scheduled to begin in 2005.

The marketing plan for the Proposed Zone (Section 2.3) is essentially unchanged from that developed for the Existing Zone. The three-year format that characterized the original marketing plan has been expanded so that successful programs now become ongoing Basic Programs. Implemented as Pilot Programs in the original marketing plan, the programs for 1) assisting start-up businesses, 2) providing waste assessments to existing businesses, and 3) stimulating the use of organic soil amendments made from green waste are the first three Basic Programs identified in the Proposed Plan. The main tools for promoting the Proposed Zone remain the Business Waste Assessment and development of informal partnerships with other agencies involved in market development-related activities.

While a wide range of local incentives (Section 2.4) are still available and support market development, no new significant sources of local funding have been identified. Interest in market development has increased during the last ten years. However, existing and planned infrastructure (Section 2.6) has not changed significantly. The need for more buildings and sites suitable for manufacturing remains. A variety of local agencies are working together to attract and meet the needs of businesses in the Proposed Zone (Section 2.1). Recycling programs have increased over the last ten years. The recent landfill ban on construction and demolition debris and the impending implementation of curbside recycling in the unincorporated are anticipated to enhance feedstock availability in the near future.

The physical description and characteristics (Section 3) of the Proposed Zone have not changed. The Proposed Zone will cover the same area and serve the same jurisdictions. While the Proposed Zone is well located, has adequate existing infrastructure, and is in an area of anticipated population growth, water, energy and air quality issues are potentially significant constraints on market development. Demographic information and variety of maps are provided in support of the application.

Fresno County has been designated as the lead agency for CEQA compliance. The required environmental documentation is included in the application (Section 4). As permitted under CEQA Section 15162, a previously approved Negative Declaration has been reused because it was determined that there have been no significant changes in the project.

The application's compatibility with regional planning and waste management documents is addressed in Section Five. Language addressing environmental justice has been included, at the direction of the CIWMB, in the resolutions provided by each jurisdiction.

Highlights

In FY 2004-05, a project promoting the use of organic soil amendments made from green waste was initiated. Grant funding paid for the grinding of residential pine needles and brush into mulch. A local ski resort agreed to test the end product as an alternative to hay as slope insulation. If a market for this recycled-content product can be developed, homeowners near the ski resort will have found a way to manage this material through market development, rather than relying on disposal. If this project goes as anticipated, other resorts will be encouraged to initiate similar programs utilizing residential green waste.

The Economic Development Corporation (EDC) has recently received a significant grant for conducting a survey of businesses countywide. The Proposed Zone will work closely with the EDC as that agency prepares to contact existing businesses in Fresno County during 2005. The EDC has indicated a willingness to explore options for sharing the information collected and for including several questions related to solid waste management/feedstock availability in its questionnaire. This information would help the Proposed Zone to identify and encourage recycling-based options for existing businesses with plans for expansion, upgrades and innovations.

Please contact me at (559) 262-4259 if you have any questions or require any additional information.

Sincerely,

Leslie Kline, RMDZ Administrator
Resources Division